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L4: Entry 4 of 6

File: USPT

Sep 4, 2001

US-PAT-NO: 6285987  
DOCUMENT-IDENTIFIER: US 6285987 B1

TITLE: Internet advertising system

DATE-~~ISSUED~~: September 4, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Roth; David William	San Francisco	CA		
Salisbury; Dylan	San Francisco	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Engage, Inc.	Andover	MA			02

APPL-NO: 08/ 787979 [PALM]  
DATE FILED: January 22, 1997

INT-CL: [07] G06 F 17/40, G06 F 17/60

US-CL-ISSUED: 705/27; 705/26, 705/14, 705/37, 705/400  
US-CL-CURRENT: 705/27; 705/14, 705/26, 705/37, 705/400

FIELD-OF-SEARCH: 705/26, 705/27, 705/14, 705/37, 705/400

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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Search ALL

## End of Result Set



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L1: Entry 1 of 1

File: USPT

Jun 20, 2000

US-PAT-NO: 6078866

DOCUMENT-IDENTIFIER: US 6078866 A

TITLE: Internet site searching and listing service based on monetary ranking of site listings

DATE-ISSUED: June 20, 2000

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Buck; Bryan J.	Honolulu	HI		
Melcher; Michael	Honolulu	HI		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
SearchUP, Inc.	Honolulu	HI			02

APPL-NO: 09/ 153151 [PALM]

DATE FILED: September 14, 1998

## PARENT-CASE:

This patent application claims the benefit of the filing date of U.S. Provisional Application Ser. No. 60/090,477 filed on Jun. 24, 1998.

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 702/2; 707/102

US-CL-CURRENT: 702/2; 707/102

FIELD-OF-SEARCH: 709/202, 707/10, 707/104, 707/4, 707/9, 707/2, 707/102

PRIOR-ART-DISCLOSED:

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	5659732	August 1997	Kirsch	
<input type="checkbox"/>	5748954	May 1998	Mauldin	
<input type="checkbox"/>	5903882	May 1999	Asay et al.	705/44

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Article, Mar. 3, 1998, from "The Search Engine Report"  
<http://www.searchenginewatch.com/sereport/9803-goto-html>, "Go to Sell Positions".  
 Article, Jun. 21, 1996, from CNET News,



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L4: Entry 3 of 6

File: USPT

Nov 27, 2001

US-PAT-NO: 6324519

DOCUMENT-IDENTIFIER: US 6324519 B1

TITLE: Advertisement auction system

DATE-ISSUED: November 27, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Eldering, Charles A.	Doylestown	PA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Expanse Networks, Inc.	Doylestown	PA			02

APPL-NO: 09/ 268520 [PALM]

DATE FILED: March 12, 1999

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/14; 705/37

US-CL-CURRENT: 705/14; 705/37

FIELD-OF-SEARCH: 705/14, 705/10, 705/26, 705/27, 705/37, 348/8, 725/42, 725/9, 725/14, 725/47, 725/46

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

<http://www.nees.com/News?Item/0,4,1635,00.html>, "Engine Sells Results, Draws Fire".  
Press Release on Lightweight Directory Access Protocol (LDAP), Netscape Comm. Corp.,  
Mountain View, CA, Apr. 1996.  
ClickMail Central Directory, circa Apr. 1996, at [www.oneclick.com/server/](http://www.oneclick.com/server/).  
GoTo.com, circa 19998, at [ww.goto.com](http://ww.goto.com).  
Northern Light, circa 1997-98, at [sirocco.northernlight.com](http://sirocco.northernlight.com).

ART-UNIT: 271

PRIMARY-EXAMINER: Amsbury; Wayne

ABSTRACT:

A system of network site searching and listing employs a server which maintains a listings database containing site listings, provided by subscribers, each of which includes a title or description of the content of the respective site, a network address at which the site can be accessed, and a denominated value to be paid by the subscriber as a subscription fee for the site listing. In response to search queries, the server provides a search report of listings ranked according to the subscription fees paid by the subscribers. The higher the amount paid for a given subscription period in relation to other listers, the higher the site's ranking on the service's search reports. Through an account monitoring interface, subscribers can monitor the ranking of their listings and modify their account information and subscription fees automatically at any time. The denominated-values approach to rankings may be used in conjunction with the index search method or the category search method. The denominated-values database may also be linked to other search services, and the denominated-values rankings of the listings can be converted into the relevancy measures used by the other search services. The service provides immediate placement control for subscribers, without high transaction costs or delays, based on a ranking system determined by monetary value rather than arbitrary relevancy factors.

23 Claims, 9 Drawing figures

2/9/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

04257706 (THIS IS THE FULLTEXT)

**Net site making money with no advertising: Direct response pricing:  
GoTo.com charges price per click for priority listing**

YUKARI IWATANI

FINANCIAL POST, p04

February 08, 1999

JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 522

Yahoo, Excite and other portal sites are trying to find ways to retain more users so they can sell more advertisements, but one search engine site is making money by eliminating ads all together.

Instead of selling banner advertisements and sponsorships like other Web sites, Pasadena, Calif.-based GoTo.com, located at [www.goto.com](http://www.goto.com), designed a unique ad-less site that derives its revenue through a bidding system for priority search result placement.

Marketers compete on an on-going basis for a favourable listing under popular search terms by paying a price per click, ranging anywhere from a penny to \$2.83. (US)

Since the bids are taken separately for each search term, the prices differ according to the value of the category. For example, under the term "books," it may cost advertisers only 38 cents per click to be the first one on the results list. But under the term "Web hosting," the firm that wants to be first on the list must pay \$2.83.

All listings by companies that do not pay a fee will be attached at the end of the prioritized list.

"It's a direct response pricing model where those businesses are paying for a targeted lead," said Jeffrey Brewer, president and chief executive of GoTo.com. "Over time, as advertisers compete, we see the real value of targeted leads in these categories."

Brewer said that the price-per-click bidding system allows advertisers to control spending while letting GoTo.com profit from every click on its page. For consumers, "the ability and willingness to pay (on the part of advertisers) turns out to be a good filter for propositions," he said.

With four million unique users, the search engine, which ranked 24th for most trafficked site in October according to Relevant Knowledge, has attracted more than 6,000 advertisers since it launched in June 1998.

Brewer said advertisers' participation is often spurred when they see competitors gaining a higher list placement than they.

Chris Hoar, owner of Web hosting company [freenethost.com](http://freenethost.com), said his investment in GoTo.com was yielding high returns. "It's a sure thing, and I like that. If you go for banner impressions, you're not guaranteed anything for your money. It's too much of a crapshoot."

However, Mr. Brewer also acknowledges the challenges of his model for serving larger companies that do not have the time to track their placement frequently at GoTo.com. Under the current system, a leading company that should be on the first page of a search result might, without realizing it, find itself bumped down to the second, third, or fourth pages in a matter of days due to higher bidding prices.

"Small or medium-sized businesses are attentive to their account, but larger players are cyclical in their participation. One of our challenges is creating different types of ways for different-sized businesses" to participate, Mr. Brewer said.

In order to ensure that the search results stay relevant, he said the company would introduce a limit order rule that would allow companies to specify the maximum price they are willing to pay to stay at a certain ranking.

"At the end, the real test is the relevance of the search results," said Mr. Brewer.

2/9/3 (Item 1 from file: 233)

DIALOG(R) File 233:Internet & Personal Comp. Abs.

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00516953 98PI12-036

**GoTo.com**

Wassertzug, Deborah

PC Magazine , December 1, 1998 , v17 n21 p205, 1 Page(s)

ISSN: 0888-8507

URL: <http://www.goto.com>

Product Name: GoTo.com

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): C

Hardware/Software Compatibility: IBM PC Compatible; Macintosh

Geographic Location: United States

Presents a mixed review of GoTo.com, a general-use Web search site. Calls the site's interface straightforward and reports that the results of a simple search are good. However, notes that if the user wants the power to refine their query or create a complex one, they are better off at HotBot. Complains that GoTo.com only allows keyword queries, with no search customization. Also criticizes its advertising scheme, whose search term bidding means listings are ranked more by the price they paid than by their relevance. Concludes that more esoteric queries such as Toni Morrison's ``Beloved'' will not yield any bids, but they will still return a decent set of results. (kgh)

Descriptors: Web Sites; Search Engines; Online Searching; Information Retrieval; Advertising

Identifiers: GoTo.com

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## End of Result Set



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L3: Entry 1 of 1

File: USPT

Nov 10, 1998

DOCUMENT-IDENTIFIER: US 5835896 A

TITLE: Method and system for processing and transmitting electronic auction information

US PATENT NO. (1):  
5835896Detailed Description Text (19):

The bid manager then checks 67 to see if there are any active proxy bids marked as unsuccessful. A proxy bid is a special bid type that allows auction manager 26 to automatically bid on the bidder's behalf up to a limited amount established by the bidder when his or her initial bid is placed. The auction manager will increase the bid as necessary up to the limit amount. This feature allows the customer to get the lowest possible price without exceeding a limit preferably established when the bid is entered. If there are active proxy bids marked as unsuccessful, then the bid manager increments 69 the proxy bids by a preset bid increment. This procedure of sorting 65 marking 66 bids and incrementing 69 the proxy bids as required continues until either there are no additional proxy bids marked as unsuccessful or the proxy limits have been reached on the proxy bids. At this point, bid database 31 is updated 68 with the marked bids. This process is then repeated for each merchandise lot open at the current time for bidding by customers.

Detailed Description Text (33):

The electronic auction system of the present invention preferably includes a "Proxy Bidding" feature that may be applied to any of the auction formats described above. FIG. 7 fully describes auction manager 26 including the Proxy Bidding feature. When Proxy Bidding is employed, a bidder places a bid for the maximum amount they are willing to pay. The electronic auction system, however, only displays the amount necessary to win the item up to the amount of the currently high proxy bids of other bidders. Typically, the currently high bids display an amount that is one bidding increment above the second highest bid or bids, although a percentage above the second highest bids may be used as well. When a new bidder places a bid that is above a currently displayed high bid, the proxy feature will, in general, cause the currently high bid to move up to an amount higher than the new bid, up to the maximum amount of the currently high bidder's proxy bid. Once a new bidder places a bid in excess of the currently high bidder's proxy bid, the new bid becomes the current high bid and the previous high bid becomes the second highest bid. This feature allows bidders to participate in the electronic auction without revealing to the other bidders the extent to which they are willing to increase their bids, while maintaining control of their maximum bid without closely monitoring the bidding. Participation is engaged in automatically on the bidder's behalf by the inventive system. The feature guarantees proxy bidders the lowest possible price up to a specified maximum without requiring frequent inquiries as to the state of the bidding.

===  
advertise  
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Thus, the traditional paradigms of advertising and search engine algorithms fail to effectively deliver relevant information via the World Wide Web to interested parties in a cost-effective manner. Internet advertising can offer a level of targetability, interactivity, and measurability not generally available in other media. With the proper tools, Internet advertisers have the ability to target their messages to specific groups of consumers and receive prompt feedback as to the effectiveness of their advertising campaigns.

Ideally, web site promoters should be able to control their placement in search result listings so that their listings are prominent in searches that are relevant to the content of their web site. The search engine functionality of the Internet needs to be focused in a new direction to facilitate an on-line marketplace which offers consumers quick, easy and relevant search results while providing Internet advertisers and promoters with a cost-effective way to target consumers. A consumer utilizing a search engine that facilitates this on-line marketplace will find companies or businesses that offer the products, services, or information that the consumer is seeking. In this on-line marketplace, companies selling products, services, or information bid in an open auction environment for positions on a search result list generated by an Internet search engine. Since advertisers must pay for each click-through referral generated through the search result lists generated by the search engine, advertisers have an incentive to select and bid on those search keywords that are most relevant to their web site offerings. The higher an advertiser's position on a search result list, the higher likelihood of a "referral"; that is, the higher the likelihood that a consumer will be referred to the advertiser's web site through the search result list. The openness of this advertising marketplace is further facilitated by publicly displaying, to consumers and other advertisers, the price bid by an advertiser on a particular search result listing.

It is therefore an object of the present invention to provide a system and method for enabling promoters to influence a position on a search result listing generated by an Internet search engine for a specified set of search terms.

A further object of the present invention is to provide a system and method for enabling promoters to specify key search terms to the search engine so as to target their search result list placement to the search queries most relevant to their business.

A still further object of the present invention is to provide a system and method for enabling promoters to examine their current search term and placement couplings online and to make substantially instantaneous changes to their selected search terms, placements, and web site titles and descriptions.

It is also an object of the present invention to provide promoters with a search engine that permits such promoters to influence a higher placement in a search result list via a continuous, competitive online bidding process.

It is another object of the present invention to provide a cost-effective method of Internet advertising where the web site promoter is charged in direct proportion to the number of actual visits generated by the search engine.



It is still another object of the present invention to create a new system of advertising where advertisers target the most interested consumers by participating in a free market which attaches a monetary cost for an advertiser's listing in a search result list generated using advertiser-selected search terms.

It is yet another object of the present invention to create an open market for Internet advertising that is fair to consumers and advertisers, where advertiser-placed listings in a search result list are clearly labeled as paid advertising.

===

"pay for placement" = rank

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According to a first embodiment of the present invention, there is provided a system and method for enabling the web site promoters to influence a position for a search listing within a search result list generated by an Internet search engine. The web site promoter first selects a search term comprising one or more keywords relevant to the content of the web site to be listed. The web site promoter influences the rank position for the search listing through an ongoing online competitive bidding process with other web site promoters. The bidding process occurs when an advertiser enters a new bid amount for an existing search listing or enters a bid amount for a new search listing. Preferably, the promoter's bid is then processed in real time. This bid amount is compared with all other bid amounts from other promoters for the same search term, and generates new rank values for all search listings having that search term. The rank value determines the position where the promoter's web site description will appear on the search results list page that is generated when the search term is entered into the query box on the search engine by a searcher. A higher bid will result in a higher rank value and a more advantageous placement, which is preferably near the beginning of the search results list page. Preferably, the quantity used in the competitive bidding process is a money amount that the web site promoter will pay to an owner of the Internet search engine each time the advertiser's web site is referred by the search engine. Most preferably, this money amount will be deducted from an account balance that is retained in the promoter's account for each time the promoter's web site is referred by the search engine

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"proposed bid" = "adjusted bid"

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With the present invention each advertiser provides one or more "proposed bids" which specify how much the advertiser is willing to pay for displaying a particular advertisement in response to a view-op with certain characteristics

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The higher bids receive more advantageous placement on the search result list page generated by the search engine 24 when a search using the search term bid on by the advertiser is executed. In a preferred embodiment of the present invention, the amount bid by an advertiser comprises a money amount that is deducted from the account of the advertiser for each time the advertiser's web site is accessed via a hyperlink on the search result list page. A searcher "clicks" on the hyperlink with a computer input device to initiate a retrieval request to retrieve the information associated with the advertiser's hyperlink. Preferably, each access or "click" on a search result list hyperlink will be redirected to the search engine web server 24 to associate the "click" with the account identifier for an advertiser. This redirect action, which is not apparent to the searcher, will access account identification information coded

into the search result page before accessing the advertiser's URL using the search result list hyperlink clicked on by the searcher. The account identification information is recorded in the advertiser's account along with information from the retrieval request as a retrieval request event. Since the information obtained through this mechanism conclusively matches an account identifier with a URL in a manner not possible using conventional server system logs known in the art, accurate account debit records will be maintained. Most preferably, the advertiser's web site description and hyperlink on the search result list page is accompanied by an indication that the advertiser's listing is a paid listing. Most preferably, each paid listing displays a "cost to advertiser," which is an amount corresponding to a "price-per-click" paid by the advertiser for each referral to the advertiser's site through the search result list.

## End of Result Set



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L1: Entry 1 of 1

File: USPT

Jul 31, 2001

US-PAT-NO: 6269361

DOCUMENT-IDENTIFIER: US 6269361 B1

TITLE: System and method for influencing a position on a search result list  
generated by a computer network search engine

DATE-ISSUED: July 31, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Davis; Darren J.	Rowland Heights	CA		
Derer; Matthew	Sierra Madre	CA		
Garcia; Johann	Chino Hills	CA		
Greco; Larry	Glendale	CA		
Kurt; Tod E.	Pasadena	CA		
Kwong; Thomas	Temple City	CA		
Lee; Jonathan C	Culver City	CA		
Lee; Ka Luk	San Gabriel	CA		
Pfarnier; Preston	Pasadena	CA		
Skovran; Steve	Pasadena	CA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
GOTO.com	Pasadena	CA			02

APPL-NO: 09/ 322677 [PALM]

DATE FILED: May 28, 1999

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/3; 707/2, 707/4, 707/5

US-CL-CURRENT: 707/3; 707/2, 707/4, 707/5

FIELD-OF-SEARCH: 707/2-5, 707/10, 707/501, 706/12, 709/219, 709/202, 705/1, 705/14,  
705/10, 705/37, 705/26-29

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

PAT-NO	ISSU DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> 5659732	August 1997	Kirsch	395/605
<input type="checkbox"/> 5704560	January 1998	Del Monte	
<input type="checkbox"/> 5717923	February 1998	Dedrick	396/613
<input type="checkbox"/> 5724424	March 1998	Gifford	380/24
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<input type="checkbox"/> 5724524	March 1998	Hunt et al.	395/237
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ART-UNIT: 215

PRIMARY-EXAMINER: Millin; Vincent

ASSISTANT-EXAMINER: Nguyen; Cuong H.

#### ABSTRACT:

A system and method for enabling information providers using a computer network such  
 as the Internet to influence a position for a search listing within a search result

list generated by an Internet search engine. The system and method of the present invention provides a database having accounts for the network information providers. Each account contains contact and billing information for a network information provider. In addition, each account contains at least one search listing having at least three components: a description, a search term comprising one or more keywords, and a bid amount. The network information provider may add, delete, or modify a search listing after logging into his or her account via an authentication process. The network information provider influences a position for a search listing in the provider's account by first selecting a search term relevant to the content of the web site or other information source to be listed. The network information provider enters the search term and the description into a search listing. The network information provider influences the position for a search listing through a continuous online competitive bidding process. The bidding process occurs when the network information provider enters a new bid amount, which is preferably a money amount, for a search listing. The system and method of the present invention then compares this bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term. The rank value generated by the bidding process determines where the network information providers listing will appear on the search results list page that is generated in response to a query of the search term by a searcher located at a client computer on the computer network. A higher bid by a network information provider will result in a higher rank value and a more advantageous placement.

67 Claims, 9 Drawing figures



**WEST****End of Result Set**

Generate Collection

Print

L1: Entry 1 of 1

File: USPT

Nov 10, 1998

US-PAT-NO: 5835896

DOCUMENT-IDENTIFIER: US 5835896 A

TITLE: Method and system for processing and transmitting electronic auction information

DATE-ISSUED: November 10, 1998

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Fisher; Alan S.	Fremont	CA		
Kaplan; Samuel Jerrold	Hillsborough	CA		

US-CL-CURRENT: 705/37; 705/27

## ABSTRACT:

A system and method for conducting a multi-person, interactive auction, in a variety of formats, without using a human auctioneer to conduct the auction. The system is preferably implemented in software. The system allows a group of bidders to interactively place bids over a computer or communications network. Those bids are recorded by the system and the bidders are updated with the current auction status information. When appropriate, the system closes the auction from further bidding and notifies the winning bidders and losers as to the auction outcome.

4 Claims, 14 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 12

2/9/2 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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04257706 (THIS IS THE FULLTEXT)

**Net site making money with no advertising: Direct response pricing:  
GoTo.com charges price per click for priority listing**

YUKARI IWATANI

FINANCIAL POST, p04

February 08, 1999

JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 522

Yahoo, Excite and other portal sites are trying to find ways to retain more users so they can sell more advertisements, but one search engine site is making money by eliminating ads all together.

Instead of selling banner advertisements and sponsorships like other Web sites, Pasadena, Calif.-based GoTo.com, located at [www.gotoc.com](http://www.gotoc.com), designed a unique ad-less site that derives its revenue through a bidding system for priority search result placement.

Marketers compete on an on-going basis for a favourable listing under popular search terms by paying a price per click, ranging anywhere from a penny to \$2.83. (US)

Since the bids are taken separately for each search term, the prices differ according to the value of the category. For example, under the term "books," it may cost advertisers only 38 cents per click to be the first one on the results list. But under the term "Web hosting," the firm that wants to be first on the list must pay \$2.83.

All listings by companies that do not pay a fee will be attached at the end of the prioritized list.

"It's a direct response pricing model where those businesses are paying for a targeted lead," said Jeffrey Brewer, president and chief executive of GoTo.com. "Over time, as advertisers compete, we see the real value of targeted leads in these categories."

Brewer said that the price-per-click bidding system allows advertisers to control spending while letting GoTo.com profit from every click on its page. For consumers, "the ability and willingness to pay (on the part of advertisers) turns out to be a good filter for propositions," he said.

With four million unique users, the search engine, which ranked 24th for most trafficked site in October according to Relevant Knowledge, has attracted more than 6,000 advertisers since it launched in June 1998.

Brewer said advertisers' participation is often spurred when they see competitors gaining a higher list placement than they.

Chris Hoar, owner of Web hosting company [freenethost.com](http://freenethost.com), said his investment in GoTo.com was yielding high returns. "It's a sure thing, and I like that. If you go for banner impressions, you're not guaranteed anything for your money. It's too much of a crapshoot."

However, Mr. Brewer also acknowledges the challenges of his model for serving larger companies that do not have the time to track their placement frequently at GoTo.com. Under the current system, a leading company that should be on the first page of a search result might, without realizing it, find itself bumped down to the second, third, or fourth pages in a matter of days due to higher bidding prices.

"Small or medium-sized businesses are attentive to their account, but larger players are cyclical in their participation. One of our challenges is creating different types of ways for different-sized businesses" to participate, Mr. Brewer said.

In order to ensure that the search results stay relevant, he said the company would introduce a limit order rule that would allow companies to specify the maximum price they are willing to pay to stay at a certain ranking.

"At the end, the real test is the relevance of the search results," said Mr. Brewer.

2/9/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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01614653 (THIS IS THE FULLTEXT)

**BILLION DOLLAR BRAIN**

**(Detailed overview provided for data warehousing; data mining picking up rapidly; Oracle leads data mart warehousing solution market)**

Computer Business Review, n 10, p N/A

October 01, 1996

DOCUMENT TYPE: Journal; Industry Overview (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 4588

**ABSTRACT:**

Data mining, a term that refers to a search for patterns over very large quantities of data is a growing area of demand. A data mining specialist at telecommunications supplier Bell South recently revealed that three hardware companies each spent \$1 mil with no guarantee of return in order to bid for a contract from his company. Nonetheless, the Meta Group estimates that data mining barely reached \$50 mil in sales for software and services in 1994, and only touched \$90 mil this year. But it is picking up quite rapidly, with forecasts of \$300 mil annual sales by the end of next year, growing to \$800 mil by the year 2000.

Overall in data warehousing, The Meta Group says that the 'database of choice' rank for warehouse/mart work is headed up by Oracle (just under 60%), and followed by IBM DB2 (MVS) with 30%, Sybase with about 25%, Informix with around 18%, and SQL Server at around 13%. But this may quickly change. Last month, Microsoft announced a more assertive approach to the data warehouse, including extensions to the database, consulting services, a common object model-based set of interfaces, and alliances with vendors including Praxis, Informatica, Business Objects, and Pilot. In fact, the Meta figures may already be out of date: Microsoft quotes figures from the Data Warehousing Institute indicating Microsoft may already be number two behind Oracle in the data mart space with 25% market share.

Full text provides an extensive overview of data warehousing, its definitions, and its differing schools of thought. Full text looks at various directions the market is going, and looks at new technologies being developed. Full text is over 4,500 words.

**TEXT:**

From departmental data marts through to vast data refineries, the data warehousing market is exploding.

During the 1800s, two events forever changed a backwater business called oil refining and, very quickly afterwards, the world.

The first was the birth of modern mass transport, signalled by the arrival of the first railroads in America, which enabled the owners of primitive oil stills to deliver their product to many more households than had been possible with their previous distribution mechanism - horse-drawn wagons. The second was the intervention of capitalists who discovered that, through chemical treatment, crude oil could offer up a range of products - gasoline, kerosene, industrial greases, waxes, lubricants and so on - which could be sold as profitable side lines to the basic product. The result was mass production and distribution and a multiplicity of 'applications', argues Michael Saylor, president and CEO of a young software company called MicroStrategy.

MicroStrategy's business is in what today is called data warehousing. But Saylor, an intense and passionate believer in the possibilities of technology, wants to move on to the next level as quickly as possible: the

2/9/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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01731766 (THIS IS THE FULLTEXT)  
**GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million,  
Led by Draper Fisher Jurvetson**  
BUSINESS WIRE  
May 19, 1998 13:11  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 868

PASADENA, Calif.--(BUSINESS WIRE)--May 19, 1998--  
GoTo.com, the Simpler Search Engine, Is Now Also the Fastest- Growing Search Engine in the Industry; GoTo's Simpler Interface, With Better Results, Has Driven Enormous User Growth and Attracted New Financing

GoTo.com, the new simpler search engine that allows Web sites to purchase placement within search results using a real-time competitive bidding process, has completed its first round of financing, totaling in excess of \$6 million. Primary investors in the round include Draper Fisher Jurvetson and idealab! Capital Partners. "These investment partnerships provide GoTo with the resources needed to fully implement our vision of an efficient market for consumer attention," commented Jeffrey Brewer, chief executive officer of GoTo.com. "Our investors recognize that an open and transparent marketplace is the only scalable model for meeting the needs of consumers for simpler, more relevant search results and for providing Web sites with a targeted, cost-effective and accountable way to drive traffic to their content." "Existing consumer search tools are confusing, inefficient and open to behind-the-scenes manipulation," commented Timothy C. Draper, founder and managing director, Draper Fisher Jurvetson. "Currently, there is a limited supply of fairly priced targeted online advertising. GoTo's model greatly expands the supply of targeted and cost-effective marketing opportunities for e-commerce sites." Bidding for Higher Placement Offers Big Benefit to Advertisers

GoTo.com uses the simple approach of empowering the marketplace to determine the ranking and relevance of advertiser listings. As a consequence of the open-market bidding system, GoTo advertisers are aware of the amounts their competitors are bidding for a click-through within the search results for a given search term. Any advertiser can increase a bid for a listing in order to obtain a higher ranking. The model is similar to a Yellow Pages directory, in which advertisers are accordingly charged for more prominent placement and greater exposure. The major breakthrough with GoTo is that advertisers pay only for actual visits to their sites instead of for simple "exposures," thereby providing the ultimate, accountable pay-for- performance marketing opportunity. The market interplay between consumers and advertisers determines the value of a given click-through. Search Made Simple, Great Results

GoTo.com provides users with the fastest, easiest and friendliest way to find the most relevant Web sites on any topic. GoTo's simple and uncluttered interface helps visitors to find what they are looking for in a very straightforward manner. GoTo's various methods of ranking sites guarantee that the listings returned are appropriate and highly relevant to each query. High-quality e-commerce listings are ranked according to a free-market auction process for each search term. Finely categorized editorial listings are displayed according to quality ratings, titles and descriptions, and generated by a group of topic-focused content experts. For search terms where there are neither e-commerce listings nor editorial suggestions, algorithmically ranked listings are retrieved from a database of the largest existing index of full-text Web documents. GoTo currently has a beta version of the site online, with consumer launch scheduled for the beginning of June. About Draper Fisher Jurvetson

Draper Fisher Jurvetson is the leader in start-up venture capital, having invested in more than 150 high-tech companies. In the majority of

01731766 (USE FORMAT 7 OR 9 FOR FULLTEXT)

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19980519

**2/3,KWIC/3 (Item 1 from file: 233)**

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00516953 98PI12-036

**GoTo.com**

Wassertzug, Deborah

PC Magazine, December 1, 1998, v17 n21 p205, 1 Page(s)

ISSN: 0888-8507

URL: <http://www.goto.com>

Product Name: GoTo.com

... Complains that GoTo.com only allows keyword queries, with no search customization. Also criticizes its advertising scheme, whose search term bidding means listings are ranked more by the price they paid than by their relevance. Concludes that more esoteric queries such as Toni Morrison's "Beloved" will not yield any bids, but they will still return a decent set of results. (kgh)

2/3,KWIC/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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04257706 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Net site making money with no advertising: Direct response pricing:  
GoTo.com charges price per click for priority listing**

YUKARI IWATANI

FINANCIAL POST, p04

February 08, 1999

JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 522

(USE FORMAT 7 OR 9 FOR FULLTEXT)

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19990208

2/3,KWIC/2 (Item 2 from file: 20)  
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